

SEARS, ROEBUCK AND CO.

SATISFACTION GUARANTEED OR YOUR MONEY BACK



2nd Winter
943-44
Chicago

Ann Barton
Our best made mark

Sears Famous \$4.98 Dresses

\$4⁹⁸
each



You've shown such appreciation of our \$4.98 specification dresses, you've been so enthusiastic about their styles, their wonderful value, that we're putting them in the place of honor in this book—right up in front. And that's where they belong for, in my opinion, they top anything in the market. That's what we set out to do when we introduced them three seasons ago, and a half million satisfied customers since prove we've accomplished it.

Only a great mail order house like Sears is in a position to do this—we buy in tremendous quantities, we have the prestige, the knowledge, the experts, that make it possible. We've known where to find the best fabrics—we've been able to buy them in such quantities that we could effect a real saving for you. We've made our arrangements with top-grade manufacturers, placed orders that meant big production, economical production—again savings for you. Our own experts have worked out the patterns so that you may enjoy the satisfaction, the sense of being well-groomed, that come with a dress that really *fits* you. We've written our own specifications to the manufacturer—these dresses must be made *our* way and that means a neatness of finish, an attention to detail, usually found only in much more expensive garments.

As for the styles, I've looked after those myself. I know Style. And I know America. I've been catering to style-conscious, value-conscious, women for more than twenty years. I've observed that women everywhere put becomingness and suitability above mere passing style fads. They want dresses in which they "feel right"—dresses in which they *look* their best. That means simple style, the sort that's becoming to any age, figure, occasion, the sort you never tire of, that's smart not just for one season but for many.

Link this with good fabric, careful making, and you have an unbeatable combination. Sears famous \$4.98 Ann Barton dresses are spread out for your pleasure and selection in Misses' Sizes on pages 2 to 7; and, in Women's on pages 8 and 9.

Mary Lewis

SUPERVISOR OF FASHIONS
SEARS, ROEBUCK AND CO., NEW YORK CITY

**Super
Values**

Your best buy because:

- SEAMS are pinked and pressed open, stitched 12 to 16 stitches per inch.
- SIDE SEAMS have a 3/4-inch seam allowance to provide for alterations.
- HEMS are 1 1/2 to 2 inches wide and all are neatly taped or machine bound.
- WAISTLINE and the yoke are double stitched and are firmly ribbon bound.
- BELT reinforced for added firmness. Belt loops are made of self fabric.
- SHOULDER PADS are cloth covered, are machine stitched, tacked into place.
- SLEEVES BOTTOMS are stitched back neatly and are bound or hand felled.
- BUTTONHOLES are closely spaced and double stitched for added strength.
- THREAD is var dyed in colors to match all the dress fabrics exactly.
- FABRICS are tested for wearability, durability and also for dry cleaning.

New and exclusive with Sears
"Contour Closure," bulk-free, placket closing insures smooth fit and also serves as a handy, concealed side pocket.

"STUNZI"

Long-wearing rayon gabardine

A—Casual shirtfrocks with easy to wear front fullness. Unpressed front pleated, back gored skirt. Saddle stitch accents; simulated leather buttons. Colors: Spruce blue or luggage brown. Misses' sizes: 12, 14, 16, 18, 20. See Misses' size scale on page 17. State size and color.
♦31 F 4500—Shpg. wt., 1 lb. 9 oz. \$4.98

B—Two-piece dress that serves as a year-round, all occasion suit. Saddle stitch trim, simulated leather buttons, back gored skirt. Colors: Luggage brown or spruce blue. Misses' sizes: 12, 14, 16, 18, 20. See Misses' size scale on page 17. State size and color.
♦31 F 4502—Shpg. wt., 1 lb. 9 oz. \$4.98
Button bumper baret. Fine quality fur felt. Colors: Luggage brown, black or navy blue. Measure, state color. Shpg. wt., 14 oz.
78 F 1—Fits 21 1/2 to 22 1/2 inch. Hat. \$4.98

Catalog numbers marked with a diamond ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house.

About Women's and Girls' Fashions

New government regulations affecting garment design for the purpose of conserving fabric have been issued since this catalog went to press. Therefore, in certain instances, you will find that the garments you receive will vary slightly from the catalog in respect to pocket size, collar, belt width, etc., but in every case, styles will all be essentially the same, values equally as good.

It's Easy to Order Rationed Shoes by Mail from Sears

Simply attach Stamp No. 18 (detached from your War Ration Book No. 1) to your order. You are permitted to detach Stamp No. 18 only when ordering by mail. The expiration date of Stamp No. 18 is October 31, 1943. Further information on the one to use after No. 18 expires will be announced in newspapers and by radio. Watch for the announcements of changes. See page 318 of this catalog for complete information on how to order rationed shoes by mail.

Sears, Roebuck and Co.

C1171PB₂

Notice to Customers about Sears Ceiling Prices

No price for any article listed or described herein exceeds the ceiling price for that article as determined under the applicable maximum price regulation issued by the Office of Price Administration. As required by that office, we will, upon request, furnish you with statement of our maximum prices on any of the commodities listed about which you inquire. Sears, Roebuck and Co.

Small Businesses, Garages, Factories, Hospitals, Schools:

Priority ratings have been granted to small businesses, garages, factories, hospitals, schools, etc. for the purchase of maintenance, repair and operating supplies. See Page 910.

C1171PB

Sears, Roebuck and Co.



A



B

Ann Barton
Our own trade mark

Sears Famous \$4.98 Dresses

Perfect answer to your need for simple, well made dresses that fit beautifully, wear wonderfully and give long-term service . . . Sears famous \$4.98 dresses. That's because we've picked classic styles, choice fabrics and had them quality made to meet the most rigid standards.

\$4⁹⁸
each

Super
Values

Your best buy because . . .

- HEMS are 1½ to 2 inches wide and taped or machine bound.
- WAISTLINE and yoke are double-stitched and ribbon bound.
- BELT is firmly reinforced. Belt loops are made of self fabric.
- SLEEVE BOTTOMS are stitched back, bound or hand filled.
- BUTTON HOLES are closely spaced and are double stitched.
- SHOULDER PADS are covered, machine stitched and tacked.
- SEAMS are pinked, pressed open. 12 to 16 stitches per inch.
- SIDE SEAMS have ¾-inch seam allowance to allow altering.
- THREAD is vat dyed in colors to match dress fabrics exactly.
- FABRICS are tested for wear, durability and dry cleaning.

New this season—and an exclusive Sears feature!

"Conceal Closure," bulk-free placket closing that insures smooth, trim fit and also serves as a handy, concealed side pocket.

A—The tailored button-front dress meets your daytime needs for all-occasion utility with crisp, long-lived smartness. That's because it's made of Stetson's rayon gabardine. Nicely detailed set-in waist atop gored skirt. Simulated leather belt. Dry clean. Colors: Beige, soldier blue or luggage brown. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale on page 17. *State size and color.*

♦31 F 4504—Shipping weight, 1 pound 9 ounces. . . . \$4.98

The hot, casual, tailored or sporty to suit your mood and your favorite dress. Unusually becoming, easy to wear. Fine far left. Colors: Brown, black, navy blue. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale on page 17. *State size and color.*

78 F 2—Fits 21½ to 22½ inch. Shpg. wt., 14 oz. Hat only. \$4.98

B—The front-fullness shirtfrocks in Luana rayon, has the soft, young look that anyone can wear becomingly. You'll find it fashion-right for noon to night wear, too. Jaunty with side slashed pockets. White collar and cuffs are easily detachable. Dry clean. Colors: Red, soldier blue or medium green. *Misses' sizes:* 10, 12, 14, 16, 18. See size scale on page 17. *State size and color.*

♦31 F 4505—Shipping weight, 1 pound 9 ounces. . . . \$4.98

C—The two-piece dress in Luana rayon, serves a real, year-round wardrobe need, because you can wear it as a dress alone, or as a suit with contrasting blouses. Button-down jacket has front tie belt and detachable white collar. Good hanging, center-pleated, pencil skirt. Dry clean. Colors: Soldier blue or medium green. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale on page 17. *Women's sizes:* 38, 40, 42, 44. Size scale, page 33. *State size and color.*

♦31 F 4506—*Misses' sizes* (12-20)—Shpg. wt., 1 lb. 9 oz. . . \$4.98

♦31 F 4506—*Women's sizes* (38-44)—Shpg. wt., 1 lb. 9 oz. . . \$4.98

Everything available on Sears Easy
Payment Plan; see inside back cover.

Catalog numbers marked ♦ are shipped from New York.
Order and pay postage from Sears nearest mail order house.

4 . . . SEARS, ROEBUCK AND CO. ☐ ♦





B



C

RESS

Ann Barton
Our own trade mark

Sears Famous \$4.98 Dresses

First in the field . . . Sears famous \$4.98 dresses . . . because half a million women, who know good value and good clothes, have acclaimed them so. Smart-forever styles, dependable fabrics, careful fit and expert workmanship make them thrilling dress values.

\$4.98
each

**Super
Values**

Your best buy because . . .

- HEMS are 1½ to 2 inches wide and taped or machine bound
- WAISTLINE and yoke are double-stitched and ribbon bound
- BELT is firmly reinforced. Belt loops are made of self fabric
- SLEEVE BOTTOMS are stitched back, bound or hand telled
- BUTTON HOLES are closely spaced and are double stitched
- SHOULDER PADS are covered, machine stitched and tacked
- SEAMS are pinked, pressed open. 12 to 16 stitches per inch
- SIDE SEAMS have ¾-inch seam allowance to allow altering
- THREAD is vat dyed in colors to match dress fabrics exactly
- FABRICS are tested for wear, durability and for dry cleaning

New this season—and an exclusive Sears feature:

"Contour Closure", bulk-free placket closing insures smooth, trim fit and also serves as a handy, concealed side pocket.

A—The button trim dress has the good lines and simplicity that mean unlimited wearability for you. Note the youthful, easy fitting surplice bodice and soft pleated, gored skirt. Double stitched neckline, self belt. Good quality rayon. Dry clean.

Colors: Dusty aqua or rosewood. *Misses' sizes:* 10, 12, 14, 16, 18. See size scale on page 17. *State size and color.*

♦ 31 F 4508—Shipping weight, 1 pound 6 ounces \$4.98

B—The long-sleeved pleated success, the dress that's made fashion headlines straight across the country. One piece with little pleatings down waist front and around slash pockets. Sassy bow neckline. Gored back skirt. Good quality rayon. Dry clean. Colors: White polka dots on black, luggage brown or medium green grounds. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale, page 17. *State size, color.*

♦ 31 F 4509—Shipping weight, 1 pound 7 ounces \$4.98

Grosgrain-ruff hat. Tiny, forward-tip tilter. Smart with everything. Fur felt. Colors: Black or dark brown. Measure; *state color.*

78 F 3—Fits 21½ to 22¼ inch. Shpg. wt., 14 oz. Hat only . . . \$4.98

C—The tuck-in two-piecer, one of the rising stars of fashion, because it's so smart, so comfortable, and looks well on most figures. Wear the bowed blouse with suits, too. Contrasting belted shirt has slash pockets either side of front fullness. Good quality rayon. Dry clean. Color: Black and white print. *Misses' sizes:* 10, 12, 14, 16, 18. See size scale on page 17. *State size.*

♦ 31 F 4510—Shipping weight, 1 pound 7 ounces \$4.98

Pretty veiled beret. Big enough to shadow your eyes. Fur felt. Colors: Black or dark brown. Measure; *state color.*

78 F 4—Fits 21½ to 22¼ inch. Shpg. wt., 14 oz. Hat only . . . \$4.98

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B



C

Ann Barton

Our own trade mark

Sears Famous \$4.98 Dresses

"More for your money" is an old Sears custom. It's shown in every detail of these grand dresses. You see it in their fine fabrics, precise fit and sensibly smart, becoming styles specially designed for women's sizes.

\$4.98
each

Super
Values

Your best buy because . . .

- HEMS are 1½ to 2 inches wide and taped or machine bound
- WAISTLINE and yoke are double-stitched and ribbon bound
- BELT is firmly reinforced. Belt loops are made of self fabric
- SLEEVE BOTTOMS are stitched back, bound or hand felled
- BUTTON HOLES are closely spaced and are double stitched
- SHOULDER PADS are covered, machine stitched and tacked
- SEAMS are pinked, pressed open. 12 to 16 stitches per inch
- SIDE SEAMS have ¾-inch seam allowance to allow altering
- THREAD is vat dyed in colors to match dress fabrics exactly
- FABRICS are tested for wear, durability and dry cleaning

New this season—and an exclusive Sears feature:

"Contour Closure", bulk-free placket closing that insures smooth, trim fit and serves as a handy, concealed side pocket.

A—The shirtrock, so universally becoming, so easy to vary with different accessories, is presented with a tucked front yoke. Front fullness on back gored skirt, self trimmed pockets and belt. Good quality alpaca-type rayon. Dry clean. Colors: Rosewine, soldier blue. Women's sizes: 34, 36, 38, 40, 42, 44. Size scale, page 33.

♦31 F 4604—State size and color. Shpg. wt., 1 lb. 6 oz. . . . \$4.98

Slouch hat to dip down rakishly, to wear with dash. Fine soft fur felt. Colors: Navy, black, dark brown. Measure, state color.

78 F 7—Fits 22 to 22½ inch. Shpg. wt., 14 oz. Hat only . . . \$4.98

B—The fly front-effect dress, accepted favorite because of its slenderizing, easy to wear line, with fine tucking down front and across pockets. Back gored skirt. Detachable white dicky. Good quality rayon. Dry clean. Colors: Gray, soldier blue, rosewine. Women's sizes: 34, 36, 38, 40, 42, 44. Size scale, page 33.

♦31 F 4602—State size and color. Shpg. wt., 1 lb. 6 oz. . . . \$4.98

Pint-size sailor with tiny roll brim, frothy veil. Fits securely. Our best fur felt. Colors: Wine, navy, black. Measure, state color.

78 F 8—Fits 21½ to 22½ inch. Shpg. wt., 14 oz. Hat only . . . \$4.98

C—The two-piece look achieved through a front pepum, flattens the figure. Spaghetti bows on bodice; center-pleated, gored skirt. Detachable tailored dicky can be replaced by a frilly one. Good quality alpaca-type rayon. Dry clean. Colors: Forest green or black. Women's sizes: 34, 36, 38, 40, 42, 44. Size scale, page 33.

♦31 F 4600—State size and color. Shpg. wt., 1 lb. 6 oz. . . . \$4.98

Quill hat with glamour plus. A fine fur felt hat you'll love 12 months a year. Colors: Wine, navy, black. Measure, state color.

78 F 6—Fits 21½ to 22½ inch. Shpg. wt., 14 oz. Hat only . . . \$4.98

Everything available on Sears Easy
Payment Plan; see inside back cover.

Catalog numbers marked ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house.



A





Pacific

100 Virginia Ave. Seattle, Wash.

998

1198

Front fullness dress		Pouch pocket two piece dress	
Size 12	\$11.98	Size 12	\$11.98
Size 14	\$11.98	Size 14	\$11.98
Size 16	\$11.98	Size 16	\$11.98
Size 18	\$11.98	Size 18	\$11.98
Size 20	\$11.98	Size 20	\$11.98
Size 22	\$11.98	Size 22	\$11.98
Size 24	\$11.98	Size 24	\$11.98
Size 26	\$11.98	Size 26	\$11.98
Size 28	\$11.98	Size 28	\$11.98
Size 30	\$11.98	Size 30	\$11.98



Mallinson's

'Twill Tour'... warm rayon flannel

\$998

1/2 1 2 3 4 5

All of the samples as far as Daniel with the exception of wool
 were given to the students as a way of learning these classes. They've
 been very good and have been very helpful in the process. The smooth
 samples were given to the students as a way of learning these classes. The rough
 samples were given to the students as a way of learning these classes. The medium
 samples were given to the students as a way of learning these classes.

[illegible]

Fly from dress I ~~attach~~ to him Side
 I ~~walk~~ see a high on my ~~all~~ ~~miss~~
 walk ~~with~~ ~~Miss~~ ~~as~~ ~~I~~ ~~in~~
 4 x 14 ~~Side~~ ~~in~~ ~~my~~ ~~my~~ ~~Shanghai~~
 with ~~1~~ ~~round~~ ~~houses~~
 * 4524 \$9 98



Mallinson's

"Whirlaway"... crepe-twist rayon fabric

\$9.98

Each dress

1/2 down on Easy Terms

Heavy textured fabric. Mallinson's famous rayon crepe that holds its shape well. A variety for the smooth hang of these dresses. So smart, yet so simple you'll feel dressed for any occasion whether it's day time or gay time. A-line styling. Starched-back pressed open seams. Caped 2 in. hem, smooth lining, partly. Sears new bulk free Contour Closure and you've a wealth of wear and beauty at a low price. Dry Clean. Size scale page 17.

Two-tone front fullness dress, gored back skirt. Colors: Rosewood with gray show. New with black with aqua. Sizes 12-14 16 18. Neck size 14-16. Size 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 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2023. 2024. 2025. 2026. 2027. 2028. 2029. 2030. 2031. 2032. 2033. 2034. 2035. 2036. 2037. 2038. 2039. 2040. 2041. 2042. 2043. 2044. 2045. 2046. 2047. 2048. 2049. 2050. 2051. 2052. 2053. 2054. 2055. 2056. 2057. 2058. 2059. 2060. 2061. 2062. 2063. 2064. 2065. 2066. 2067. 2068. 2069. 2070. 2071. 2072. 2073. 2074. 2075. 2076. 2077. 2078. 2079. 2080. 2081. 2082. 2083. 2084. 2085. 2086. 2087. 2088. 2089. 2090. 2091. 2092. 2093. 2094. 2095. 2096. 2097. 2098. 2099. 2100. 2101. 2102. 2103. 2104. 2105. 2106. 2107. 2108. 2109. 2110. 2111. 2112. 2113. 2114. 2115. 2116. 2117. 2118. 2119. 2120. 2121. 2122. 2123. 2124. 2125. 2126. 2127. 2128. 2129. 2130. 2131. 2132. 2133. 2134. 2135. 2136. 2137. 2138. 2139. 2140. 2141. 2142. 2143. 2144. 2145. 2146. 2147. 2148. 2149. 2150. 2151. 2152. 2153. 2154. 2155. 2156. 2157. 2158. 2159. 2160. 2161. 2162. 2163. 2164. 2165. 2166. 2167. 216



Stünzi

"Wings". . flat even rayon crepe

\$6.98
Each

Basic styles to see you through the busiest morn-to-midnight schedule in good taste. Good value assured with Stünzi's Wings, a flat, firm weave rayon. Dry clean. For correct fit, see size scale, page 17. Shipping weight, each, 1 lb. 6 oz.

A Perky pleats below navy-lark above set-in belt. Jacket of 2-piece suit dress a saucy line. Detachable white checked rayon taffeta collar. Cuffs. Navy only. *Misses' sizes* 12, 14, 16, 18, 20. *State size*
♦ F 4533 \$6.98

B Shirred bodice and lupine dress up casual one-piece dress. White flowers and cuffs dramatize it. Self belt (color). Carlet blue or medium green. *Misses' sizes* 10, 12, 14, 16, 18. *State size and color*
♦ 3 F 4532 ... \$6.98

C Side torso buttons, wide self belt, front fullness, back gored skirt give figure flattery. Detachable white collar. Colors: Soldier blue, luggage brown, med. green. *Sizes* 10, 12, 14, 16, 18. *State size and color*
♦ 31 F 4534 \$6.98



Mallinson's

"Whirlaway" . . . crepe-twist rayon fabric

\$7.98
Each

Farlough fun or wedding on leave? Here are dress-up dresses you want to look pretty in estate in Mallinson's famous Whirlaway rayon crepe with Sears exclusive Closure Dry Clean Scale, pg. 17 Sapp wt. ea. 1 lb. 8 oz.

- | | | |
|--|---|--|
| <p>A Self scroll ornaments adorn the beautiful fitting jacket of this two piece dress. Wear it the year round. Gore skirt, covered with caulet, blue and black. Sizes 12 14 16 18 20. State size color.</p> <p>43 F 4529 \$7.98</p> | <p>B Sequins twinkle merrily on-line dance dress. Basic good lines, cascade sweet heart neckline, front fullness, back gored skirt. Colors: Black, royal blue. Misses' sizes 12 14 16 18 20. State size color.</p> <p>43 F 4530 \$7.98</p> | <p>C Gay pocket, embroidered and crocheted highlights smart simplicity of surplice neckline dress. Front fullness, back gored skirt. Colors: Soldier blue, black. Misses' sizes 12 14 16 18 20. State size color.</p> <p>43 F 4528 \$7.98</p> |
|--|---|--|

Dresses and your accessories are available in our Easy To Wear made to look cover for details.



Mallinson's

"Cavalcade"... a rayon crepe

\$698
Each

Experiments

1. The first part of the document discusses the importance of maintaining accurate records of all transactions, including sales, purchases, and expenses. It emphasizes the need for proper documentation and the use of reliable accounting software to ensure the integrity of the financial data.

A. 2 piece drift in rd

B 7eg pocketed sh frock.

C- Button front shirtrock. Back

100

1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 840.

[illegible]16... SEARS, ROEBUCK AND CO. ☐ 16

RESS

Be Measured

For your new Dress, Suit, or Coat

How easy it is to be correctly fitted when you order from Sears. Simply check your measurements each time you order and consult the size scales below. When you have selected the proper size, use that size for every type of garment—dress, suit, coat, or blouse, whether high priced or low priced, whether made of rayon, cotton, or wool. We have made all the necessary allowances for style and fit. Be certain of right fit by measuring carefully—you get the most accurate results when you have some one else measure you as shown below.

Important: Give special attention to hip and waist measurements, most garments fit more closely at these points than at the bust.

Your measurements should be taken over slip or lightweight dress with belt removed, as illustrated.



Hips are measured 7 inches below natural waistline. Hold tape firm but not tight. Sears garments are pre-tested for ease at that depth.



Waist is measured at smallest part of natural waistline. Hold tape as snugly as you would like to have your garment fit you. Measure carefully.



Bust is measured over fullest part with tape held firm but not tight. Do not let it slide down in back. Stand erect with arms at sides.



Length is measured from "bump" at back of neck, following curve of body to hem. Take in two steps—first from neck to waist, second from waist to hem.

IMPORTANT—1. Do not change the size for one inch variation in bust measure . . . If hip and waist agree with scale.
2. If hip and waist measurements are between sizes, order size nearest to these two measurements.

JUNIORS SIZE SCALE . . . Juniors' figure is slightly shorter than a Misses'. The bustline is higher, the waistline slimmer. Garments are youthful in style for youthful figures of all ages.

| Order Size | 9 | 11 | 13 | 15 | 17 | 19 |
|--------------|-----|-----|-----|-----|-----|---------|
| If hips are | 33 | 34½ | 36 | 37½ | 39 | 40½ in. |
| If waist is | 23½ | 24½ | 26 | 27½ | 29 | 30½ in. |
| If bust is | 30½ | 32 | 33½ | 35 | 36½ | 38 in. |
| Dress length | 39½ | 40½ | 41 | 41½ | 42 | 42½ in. |

STOUT WOMEN'S SIZE SCALE . . . Stout Women's figure is heavier through the upper body than the Women's figure. Garments are styled with Sears famous Trimline perfection to make you look slim.

| Order Size | 39 | 41 | 43 | 45 | 47 | 49 | 51 | 53 |
|--------------|-----|-----|-----|-----|-----|-----|----|---------|
| If hips are | 43½ | 45½ | 47½ | 49½ | 51½ | 53½ | 55 | 56½ in. |
| If waist is | 34 | 36 | 40 | 42 | 44 | 46 | 48 | 50 in. |
| If bust is | 41 | 43 | 45 | 47 | 49 | 51 | 53 | 55 in. |
| Dress length | 44 | 44½ | 45 | 45½ | 46 | 46½ | 47 | 47 in. |

SHORTER WOMEN'S SIZE SCALE . . . for shorter figure of 5 ft. 3 in. and under—found on pages 44 and 91 where specially proportioned garments for this figure type are shown.

MISSSES SIZE SCALE . . . Misses' figure has a well-developed but youthful bustline. The waist is slender. The figure is well proportioned throughout. This average figure type has the widest choice of styles.

| Order Size | 10 | 12 | 14 | 16 | 18 | 20 | 22 |
|--------------|----|-----|-----|-----|-----|-----|--------|
| If hips are | 34 | 35 | 36½ | 38 | 39½ | 41 | 43 in. |
| If waist is | 24 | 25½ | 27 | 28½ | 30 | 31 | 34 in. |
| If bust is | 31 | 32½ | 34 | 35½ | 37 | 39 | 41 in. |
| Dress length | 41 | 41½ | 42 | 42½ | 43 | 43½ | 44 in. |

WOMEN'S SIZE SCALE . . . Women's figure is a well proportioned, mature figure with waistline slightly larger than a Misses' figure.

| Order Size | 34 | 36 | 38 | 40 | 42 | 44 | 46 | 48 |
|--------------|-----|-----|-----|-----|-----|-----|-----|---------|
| If hips are | 38½ | 40½ | 42½ | 44½ | 46½ | 48½ | 50½ | 52½ in. |
| If waist is | 30 | 32 | 34 | 36 | 38 | 40 | 42 | 44 in. |
| If bust is | 36 | 38 | 40 | 42 | 44 | 46 | 48 | 50 in. |
| Dress length | 43 | 43½ | 44 | 44½ | 45 | 45½ | 46 | 46½ in. |

OLDER WOMEN who wear Gracious Lady dresses should use the Women's Size Scale to determine size. Gracious Lady dresses are cut longer, however, so lengths listed below indicate.

| Size | 34 | 36 | 38 | 40 | 42 | 44 | 46 in. |
|--------------|----|-----|----|-----|----|-----|--------|
| Dress length | 45 | 45½ | 46 | 46½ | 47 | 47½ | 48 in. |

Year-Round Wardrobe variety in Fine Rayons

\$3.98
Each

FRANKLY'S Frost-spun rayon, prized for its good wearing traits, is included in this style-packed line-up of spun rayons rayon crepes and French-type rayon crepe. Each is an unusual value at this low price and reflects the money-saving power of Sears tremendous buying volume. We bring you jaunty shirt-frocks, crisp 2-piece suits, and softly detailed, dressier, gala frocks. All are dry cleanable. All are fashioned with Sears usual devotion and careful attention to fine detailing and long-lived styling.

You can easily pick a complete wardrobe to serve your needs for the entire year from these two pages. And why not do it when the price for each of these dresses is only \$3.98? Remember, you can add other merchandise to your dress order. If the total amounts to \$10 or more, Sears Easy Payment plan is available. Please refer to inside back cover for complete details.

Check size scale on page 17

To insure correct fit for longer wear, make sure of our exact size. Refer to the size scale on page 17 when ordering for measurement guidance.

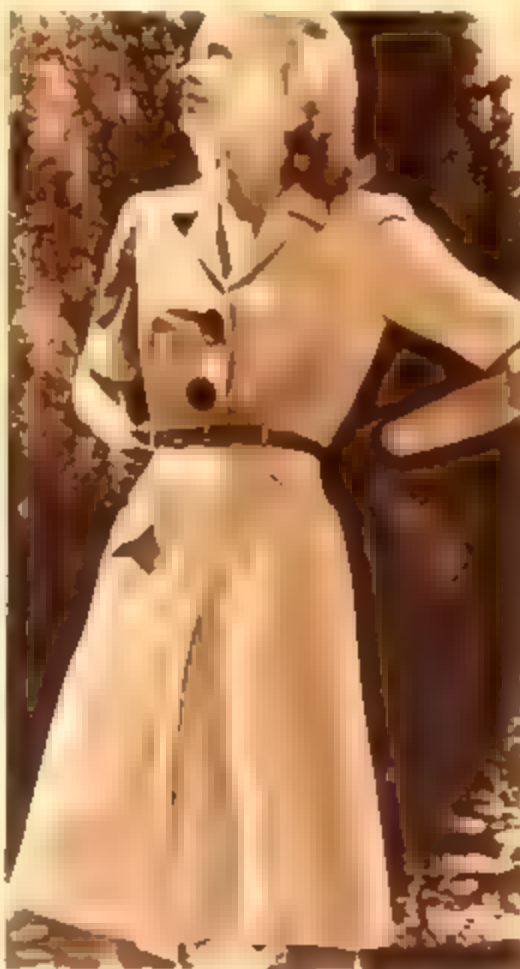
Catalog numbers marked with ♦ are shipped from New York. Others are shipped from Sears nearest you.



Better quality spun rayon two-piece with no border print. Colors: Luggage brown or medium blue grounds. Sizes: 12, 14, 16, 18, 20. State size color. ♦ 31 F 4545—Shrug wt. 1 lb. 8 oz. \$3.98



Frost-spun rayon with rayon lining. Colors: Luggage brown or medium blue grounds. Sizes: 12, 14, 16, 18, 20. State size color. ♦ 31 F 4546—Shrug wt. 1 lb. 8 oz. \$3.98



Frost-spun rayon short-sleeved shirt frock. Colors: Luggage brown or medium blue grounds. Sizes: 12, 14, 16, 18, 20. State size color. ♦ 31 F 4547—Shrug wt. 1 lb. 8 oz. \$3.98



Two-tone dress of rayon type. Self-fabric. Colors: Luggage brown or medium blue grounds. Sizes: 12, 14, 16, 18, 20. State size color. ♦ 31 F 4548—Shrug wt. 1 lb. 8 oz. \$3.98



Frosted rayon shirt with gathered waist and full skirt. Front pleated back gored skirt simulated leather belt. Colors: Lavender, brown or green. Sizes: 12, 14, 16, 18, 20. State size and color.
♦ 3 F 4549 Ship wt 1 lb. 8 oz. \$3.98



Frosted rayon with washable and button trim set in waistband. Gored back skirt. Colors: Beige with brown, coral blue with navy. Misses' sizes: 10, 12, 14, 16, 18. State size and color.
♦ 3 F 4547 Ship wt 1 lb. 8 oz. \$3.98



Rayon grosgrain and trim belt waist shirt. French type rayon crepe. Shirring on front skirt. Colors: White polka dots on navy or green grounds. Sizes: 10, 12, 14, 16, 18. State size, color.
♦ 3 F 4551 Ship wt 1 lb. 7 oz. \$3.98



Smocked shirt with set in belt that ties in front. Front full back gored skirt. Rayon crepe. Color: Coral or coral. Misses' sizes: 12, 14, 16, 18, 20. State size and color.
♦ 3 F 4552 Ship wt 1 lb. 8 oz. \$3.98



Ruffled apron-effect dress. Rayon or rayon crepe. Flattering front shirring. Back with back and side pleats. Colors: Navy or navy. Misses' sizes: 10, 12, 14, 16, 18. State size.
♦ 3 F 4553 Ship wt 1 lb. 8 oz. \$3.98



Two-piece spun rayon suit. Form fitting jacket with flap trim detachable collar and cuffs. Gored skirt. Color: Black and white jacket, black skirt. Sizes: 10, 12, 14, 16, 18. State size.
♦ 3 F 4554 Ship wt 1 lb. 8 oz. \$3.98

Thrifty Rayons, Rayon Mixtures

Styles for everyday wear,

fashion-right everywhere

\$2.98
Each

All the popular favorites are here: button-front, princess type, casual shirtfrocks with detachable dicker fly-front, comfortable front fullness skirts . . . all at the popular price of \$2.98. Proving again how little it costs to be well dressed when you shop at Sears. We've pin checks, solid colors, and prints in gladsome variety to suit all occasions. Some spiced with embroidery, some with braid or applique. Each with a dash of style sparkle to endear it to you. Some hand washable separately, some dry cleanable. Remember, you can add other merchandise to your dress order. If it totals \$10 or more, Sears Easy Terms are available. See inside back cover for full details of this plan.

Check size scale on page 17

For the greatest wearing satisfaction, make sure your size is correct. For measuring, try on the dress and see if it fits comfortably.

Catalog numbers marked with ♦ are shipped from New York. Order and pay postage from Sears nearest mail order house.



High bow black and white checked rayon and cotton. Gored back skirt, red cherry trim black belt buttons. Dry clean. Sizes 10, 12, 14, 16, 18. State size.
♦ 31 F 4575 Ship wt. 1 lb. 6 oz. \$2.98

Detachable white dicker on white rayon shirtfrocks. Flap trim on gored skirt. Colors: Medium blue, green, blue. Wash separately. Sizes 12, 14, 16, 18, 20. State size color.
♦ 3 F 4576 Ship wt. 1 lb. 6 oz. \$2.98



Princess button-front spun rayon slender dress with trim of braid and applique. Dry clean. Sizes 12, 14, 16, 18, 20. State size color.
♦ 3 F 4577 Ship wt. 1 lb. 6 oz. \$2.98

Embroidered pocket on easy-to-get-into rayon and cotton. Button-front. Belt of coral hue. Wash separately. Sizes 12, 14, 16, 18, 20. State size color.
♦ 3 F 4578 Ship wt. 1 lb. 6 oz. \$2.98



White braid trimming, shoulder length or bustline dress for slenderizing magic. Gored skirt. Spun rayon. Dry clean. Colors: Green or navy. Size: 2, 4, 10, 16, 20. State size and color.
 ♦ 31 F 4579 Shipg wt 1 lb 6 oz \$2.98

Fly-front effect dress buttons at side. All around gored skirt. Spun rayon. Dry clean. Color: Gold with brown braid. Capet blue with navy braid. Size: 0, 12, 14, 16, 18. State size and color.
 ♦ 31 F 4580 Shipg wt 1 lb 6 oz \$2.98

Ruche trimmed flaps pretty up softly detailed shirtdress of spun rayon. Dry clean. Colors: White print in navy, luggage or green grounds. Size: 10, 12, 14, 16, 18. State size and color.
 ♦ 31 F 458 Shipg wt 1 lb 6 oz \$2.98



Front fullness shirtdress, with set-in back waistband. All around gored skirt. Spun rayon. Dry clean. Colors: Medium blue or rose. Size: 12, 14, 16, 18, 20. State size and color.
 ♦ 31 F 4582 Shipg wt 1 lb 6 oz \$2.98

Low border print dirndl with simulated pockets and a full skirt. Spun rayon. Dry clean. Colors: Navy or green with white design. Dry clean. Size: 0, 2, 4, 16, 18. State size and color.
 ♦ 31 F 4583 Shipg wt 1 lb 6 oz \$2.98

Pag pocket-effect dress with colorful embroidery at yoke. All around gored skirt. Spun rayon and cotton. Dry clean. Colors: Medium blue or rose. Size: 12, 14, 16, 18, 20. State size and color.
 ♦ 31 F 4584 Shipg wt 1 lb 6 oz \$2.98

RESS



Part-Rayon Bargains

Dressy and casual year-round styles

\$2.69
Each

A Two-tone dressy frock, with flattery of light color highlight a face the piece in spun rayon. Dry clean. Colors: Na. light blue top, sapphire brown beige top. Measure sizes: C 12 14 16 18. Size scale page 17.
◆ 3 F 4592 State size color Shpg wt. 1 lb. 6 oz. \$2.69

B Button-front shirt frock, 55% rayon, balance cotton. Patch pockets on bustle. Hand wash separately in L. X. Colors: White printed sapphire brown aqua blue coral blue. Measure sizes: 12 14 16 18 20. Size scale page 17.
◆ 31 F 4597 State size color Shpg wt. 1 lb. 6 oz. \$2.69

C Arrow trim, fly front effect shirt frock. Skirt gored front back. Spun rayon and cotton. Hand wash separately in L. X. Colors: Gray or red contrasting embroidery. Measure sizes: 12 14 16 18 20. Size scale page 17.
◆ 3 F 4590 State size color Shpg wt. 1 lb. 6 oz. \$2.69

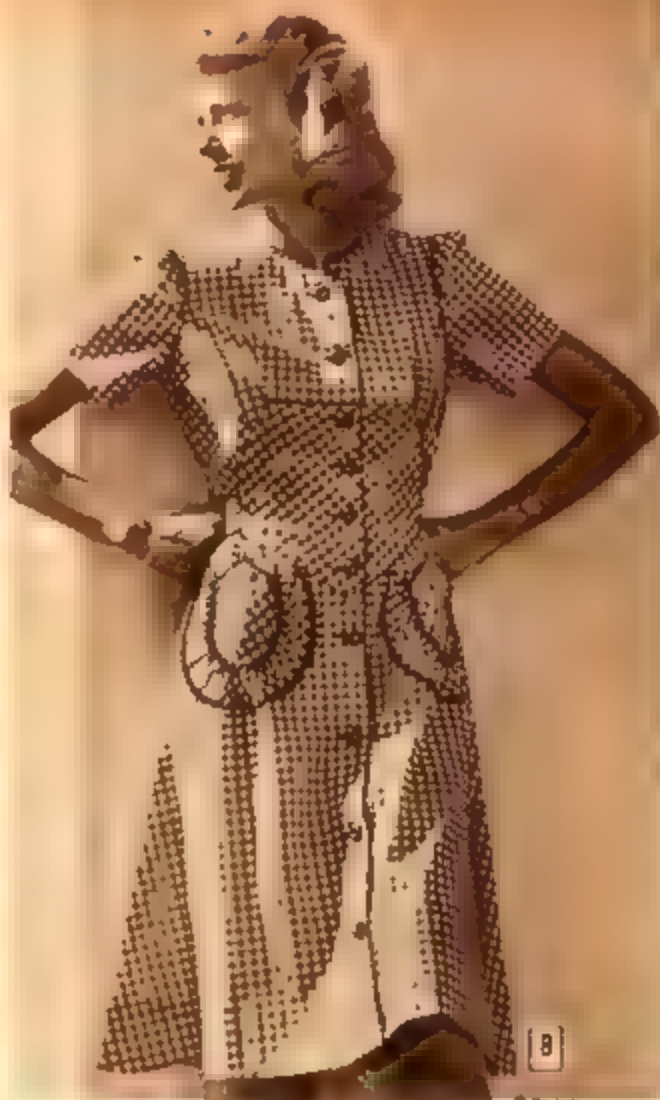
D Peg-top effect, waist slimming, midriff. Back gored skirt tie back belt. 55% rayon, balance cotton. Hand wash separately in L. X. Colors: White or light blue teal blue navy blue. Measure sizes: 12 14 16 18. Size scale page 17.
◆ 31 F 4593 State size color Shpg wt. 1 lb. 6 oz. \$2.69

E Jaunty jumper frock to wear year-round. 55% rayon, balance cotton. Black and white, needs white key garment. Hand wash separately in L. X. Colors: White or light blue teal blue navy blue. Measure sizes: 12 14 16 18. Size scale page 17.
◆ 3 F 4594 State size color Shpg wt. 1 lb. 6 oz. \$2.69





A



B



C



D

Fine Washable Cottons

Superior quality, excellent values

\$1.98
Each

A Better quality waven chambray in suspension effect. Not front waistband. 1" wide hem. 2" gathered skirt. Colors: Coral blue or brown with white stripes. Sizes: 12 14 16 18 20. See size scale on page 17. State size and color.
◆ 27 F 8808 Shipping weight one pound \$.98

B Better quality checked percale button fronter. Waist 1" pl. 1" m. effect back sash ties. Draft trim colors. Red or navy with white checks. Sizes: 12 14 16 18 20. See size scale on page 17. State size and color.
◆ 27 F 8804 Shipping weight one pound. \$1.98

C Our best quality poplin shirtrock. Pleated front skirt. Pure hugging m. and waistband. 1" Colors: Navy or blue green with white polka dots. Sizes: 12 14 16 18 20. Refer to size scale on page 17. State size and color.
◆ 27 F 8800 Shipping weight one pound \$1.98

D Our best quality striped poplin in a firmly styled practical button front over dress. Easy swinging front pleated 2 pc. bias back skirt. Color: Red white and navy striped. Sizes: 12 14 16 18 20. See size scale on page 17. State size and color.
◆ 27 F 8802 Shipping weight one pound. \$1.98

E Our best quality striped percale shirtrock with new ruffled look. Pleated front 2 pc. bias back skirt. 1" full swing colors: Red open green with white stripes. Sizes: 12 14 16 18 20. See size scale on page 17. State size and color.
◆ 27 F 8804 Shipping weight one pound \$.98

Choose by mail and save time, gas and rubber



RB55



Our finest cottons, cotton mixtures

All LUXABLE, of course
for misses, sizes 12 to 20

Cotton picking is fun when you do it by mail at Sears. You save energy, gas and money, too. For Searspride cotton dresses are wonderful values, bringing you lots more for your money, whether you judge them by fabric, style, making or wearability. Our fall and winter crop is made with an eye for non-stop service . . . designed with the simplicity and snap so becoming to all figures, so right for all occasions. They're easy to take care of because we've used fine quality cottons (some with rayon added for better texture). Hand wash them separately in Lux to keep them bright and sparkling. If you add your cotton pickings to the rest of your order and it totals \$10 or more, Sears Easy Payment Plan is available. See inside back cover for full details.

These value features built in each one.

SEAMS . . . firmly stitched and neatly finished
HEMS . . . 1 and 2 inches, depending on style
PLEATS . . . deep and generous for good swing
BELTS . . . specially selected, good looking
Best loops made of self fabric, firmly sewn
BUTTONS . . . fresh water pearl or fine novelty
plastic to harmonize with fabric perfectly

Catalog numbers marked with * are shipped from Kansas City. Order and pay postage from Sears nearest mail order house.



\$2.79

Glen plaid jumper in woven cotton suiting wear it with blouses you may select from pages 114 and 115 and make an outfit to serve you well the year-round. Jumper buttons up front, has fitted bodice, front pleated skirt, bag pockets. Easy to keep fresh—wash in gentle Lux suds. Assorted plaids. Blouse shown on figure is not included. Sizes: 12, 14, 16, 18, 20. Check size scale on page 17. *State size*

*27 F8810—Shpg. wt., 1 lb 8 oz. . . \$2.79

\$3.98

Border print suit dress of unlimited service, undated charm. Wear alone now, under coat later. Wear as is or with blouses, dickies. Jacket has tie-front set-in waistband. Skirt has front, back stitched-down pleats. Better quality cotton, rayon mixture. Easy to wash, just Lux. Colors: Red or open blue grounds. Sizes: 12, 14, 16, 18, 20. Scale, page 17. *State size, color*. Not in stock until Aug. 15. Do not order before that date.

*27 F8814—Shpg. wt., 1 lb 8 oz. . . \$3.98



\$2.79

Seamucker coat dress that buttons up the front. So easy to get into, so easy to care for. Perfect for all day, everyday wear. Gored skirt, darted at back and front waist, roomy pockets, simulated leather belt. Better quality cotton seamucker that needs no ironing. Use gentle Lux. Colors: Copen blue, red, brown or green with white stripes. Sizes: 12, 14, 16, 18, 20. Check size scale on page 17. State size and color.

◆ 27 F 8820—Shpg. wt., 1 lb. \$2.79

\$2.79

Floral pag-top dress with self bowed neckline so popular because of its soft femininity. Self pleating trim adds dress-up note. Front gathered, 6-gore skirt, side button placket. Better quality cotton and rayon mixture, hand wash in Lux. Colors: Copen blue or luggage tan grounds. Sizes: 12, 14, 16, 18, 20. Scale, page 17. State size, color. Not in stock until August 15. Do not order before that date.

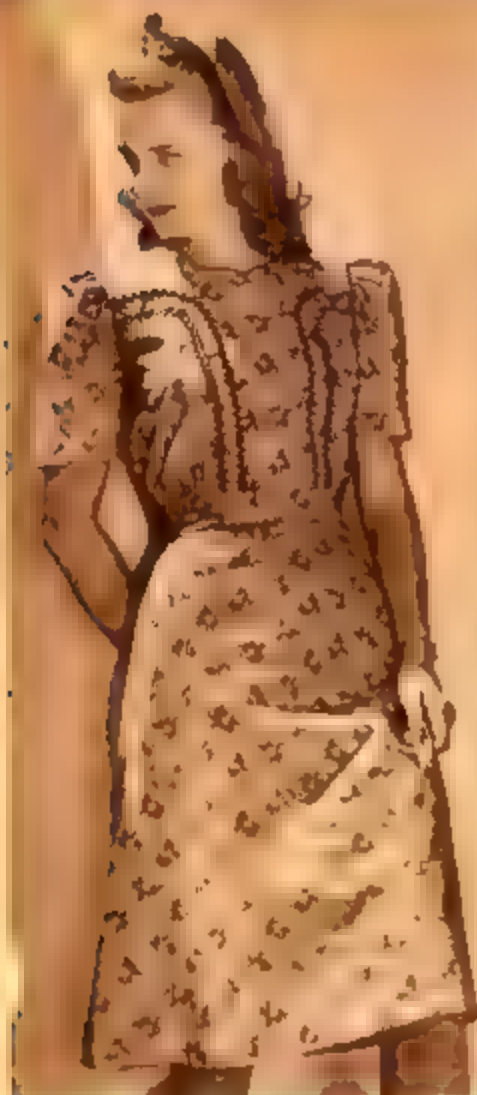
◆ 27 F 8824—Shpg. wt., 1 lb. \$2.79

\$2.98

Checked gingham shirtrock, the style that can't be beat for all-around comfort and becomingness. Front-pleated, back gored skirt for swing, rounded yoke for vestee effect; side button placket. Better quality gingham with checks woven in, so wash as often as you like in gentle Lux—Colors: Copen blue, red, brown or green with white checks. Sizes: 12, 14, 16, 18, 20. Check size scale on page 17. State size and color.

◆ 27 F 8822—Shpg. wt., 1 lb. \$2.98

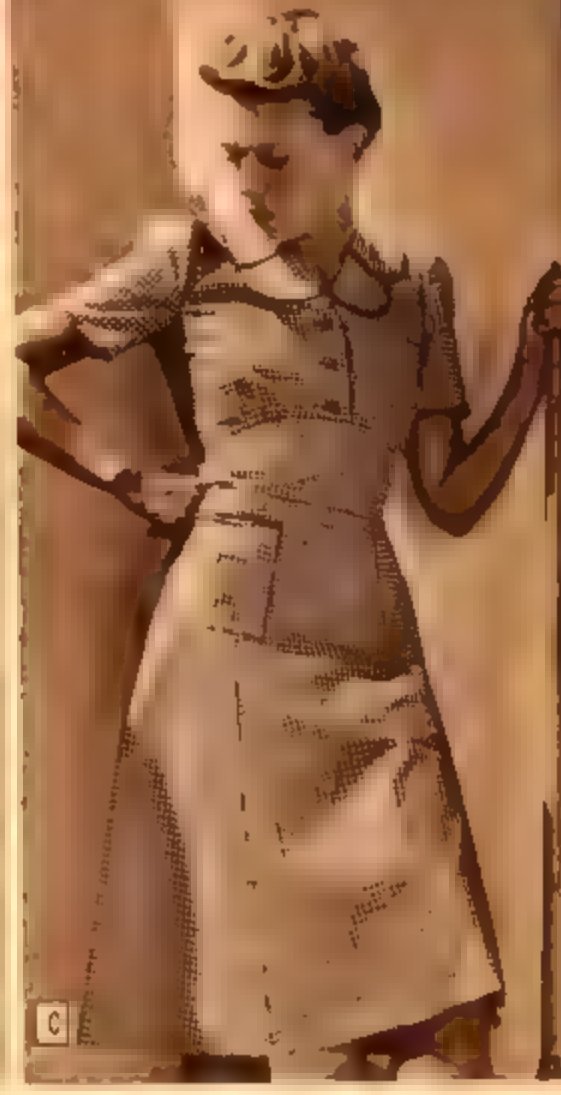
RESS



A-Floral Percale \$1.29



B Striped Chambray \$1.79



C Checked Percale \$1.29

Low Priced Cottons

Neatly finished washables

A Floral figure-flatterer with trim bodice, set-in waistband, double row of bra. Full skirt, short set-in waistband, back tie. Good quality percale. Assorted colors. Assorted figure flatters. Sizes 12, 14, 16, 18, 20. See size scale on page 17. State size.

47 F 8834—Shipping weight, 1 pound . . . \$1.29

B Button front dress, of better quality woven striped chambray smart enough to go to town. Neat set-in waistband, 4-piece bias cut skirt. Colors: Copen blue or rose with white stripes. Sizes 12, 14, 16, 18, 20. See size scale on page 17. State size and color.

47 F 8838—Shipping weight, 1 pound . . . \$1.79

C Checked midriff dress with back ties. Harmonizing binding on petal collar, sleeves, pocket. Front gored skirt. Good quality percale. Assorted checks. Sizes 12, 14, 16, 18, 20. See size scale on page 17. State size.

47 F 8832—Shipping weight, 1 pound . . . \$1.29

D Floral pinofore dress buttons to waist in back. Full gathered skirt, tie-back sash. Ric-rac trim on ruffles. Good quality percale. Assorted colorful designs. Sizes 12, 14, 16, 18, 20. See size scale page 17. State size.

47 F 8836—Shipping weight, 1 pound . . . \$1.59

E Floral button-front dress with figure-flattering set-in waistband. Perfect work dress. Gathers under shoulder yoke, pleats back, front, on bodice for working fullness. Good quality cotton. Assorted colorful patterns. Sizes 12, 14, 16, 18, 20. See size scale page 17. State size.

47 F 8830—Shipping weight, 1 pound . . . \$1.59

Cotton dresses, too, are available on Sears Easy Payment Plan. See inside back cover for Easy Terms and details.



\$1.59



E Button-Front Dress \$1.59

Juniors

This fly front dress typifies the slick 9-to-17 tricks Sears bring you on pages 27 through 32

Young in age or spirit, busy all the time Making every minute count at school or office Clothes must be useful, ready to do a quick-change act from desk to date Sears bring you all types, some casual, some frankly dressy, in your pet styles Modified dirndls with shimmering front fullness . . . 2-pieces with trim tops designed not to weigh down your petticoats beauty making basques All chosen for their quality and suitability All perfectly proportioned to your figure to cut out alteration time and cost Sears low prices fit any spending plan, whether it's Dad's or your own Buying your complete wardrobe at one time is good thrift and fashion sense, so why not do it here and now? Sears Easy Payment Terms are available if your purchase totals \$10 or more—the inside back cover gives you the whole story

\$7.98

Rayon Macomber cloth, part Teca

What the country over because clean, simple, to use and time wearably team up with the clean cut smartness Juniors want It has a streamlined fly front that buttons from waist down. Multi stitching on collar and front for a look of trimness. Front full skirt has a swing and double buckled self belt Dry clean Red upon blue Sizes 9, 11, 13, 15, 17 Check scale below State size and color

31 F 4450—Shipping weight, 2 lbs. \$7.98

JUNIORS' SIZE SCALE

The Juniors' figure is slightly shorter than the misses. The bust line is a bit higher and the waistline is a little smaller. Be sure to check your proportions before ordering. For quick reference use scale below. More detailed information page 2

| Order size | 9 | 11 | 13 | 15 | 17 | 9 |
|--------------------|--------|--------|--------|--------|--------|--------|
| Full hip measure | 33 | 34 1/2 | 36 | 37 1/2 | 39 | 40 1/2 |
| Full waist measure | 27 1/2 | 28 1/2 | 29 | 29 1/2 | 29 | 30 1/2 |
| Full bust measure | 30 1/2 | 31 | 32 1/2 | 33 | 33 1/2 | 34 1/2 |
| Full dress length | 39 1/2 | 40 1/2 | 41 | 41 1/2 | 42 | 42 1/2 |

Catalog number on dress with 31 F 4450



Orange leaf



Junior Do-the-Towners dresses in round the clock variety

Come-hither charm for fun and frolic . . . long term quality for campus or office. Featuring Sears new, quick 'n easy placket closing

\$9.98

White lace on black transparent rayon velvet upper bodice, matching and square flattery Princess back dress, Peter Pan skirt yoke, covered by necktie, dry clean. Size 11, 13, 15, 17. Size 27. \$9.98. Shipping weight 1 lb. 10 oz. ♦ 31 F 4455

\$6.98

Mollison's Twill Tour rayon flannel with a light blue placket, Peter Pan collar, long sleeves, skirt has a full skirt. Size 11, 13, 15, 17. Size 27. \$6.98. Shipping weight 1 lb. 10 oz. ♦ 31 F 4456

\$6.98

Mollison's Twill Tour rayon flannel with a light blue placket, Peter Pan collar, long sleeves, skirt has a full skirt. Size 11, 13, 15, 17. Size 27. \$6.98. Shipping weight 1 lb. 10 oz. ♦ 31 F 4457

\$6.98

Tuck-in two-piece, long sleeve, full pockets, no skirt. Wear together or separately. Made of easy 50% wool, 50% rayon. Dry clean. Aqua rose with gold stripes. Size 11, 13, 15, 17. Size 27. \$6.98. Shipping weight 1 lb. 10 oz. ♦ 31 F 4458



Popular Junior Dresses . . . to wear from coke-time to curfew-time

Beau-ing or going to class? Here's your entire wardrobe with lots of eye appeal at low prices . . . including new Sears-exclusive bulk free placket

\$5.98

Demure buttons on shoulder, down below back waist. Patch pockets, back gored skirt. Jersey, 50% rayon, 50% cotton. Dry clean. Colors: White-checked navy or red. Sizes: 9, 11, 13, 15, 17. Size scale, pg. 27. State size, color. Shpg. wt. 1 lb. 7 oz.

• 31 F 4459 \$5.98

\$4.98

White lace edged frills on pockets and front yoke. Skirt has front fullness, back gores. Rayon alpaca type crepe. Dry clean. Colors: Navy aqua blue. Sizes: 9, 11, 13, 15, 17. Size scale on page 27. State size and color. Shipping weight 1 lb. 4 oz.

• 31 F 4460 \$4.98

\$4.98

Fine wool corduroy basque jumper, buttons in back. Back sash nips in waist. Dry clean. Blouse sold separately page 115. Colors: Forest green luggage brown. Sizes: 9, 11, 13, 15, 17. Size scale, page 27. State size, color. Shipping weight 1 lb. 8 oz.

• 31 F 4461 \$4.98

\$6.98

Fine wool corduroy 2-piece suit dress. Figure hugging jacket with button up collar. Rayon skirt. Dry clean. Colors: Luggage brown forest green. Sizes: 9, 11, 13, 15, 17. See size scale on page 27. State size and color. Shipping weight 1 lb. 8 oz.

• 31 F 4462 \$6.98

Order to make - save money, time and energy. Everything at Sears as a matter of fact. Terms: See inside back cover for details.



A-Checked Chesterfield dress \$2.98



B-Border print dirdi \$2.98



C-Ruffled plaid jumper \$1.98



Juniors' Luxables in cotton, cotton and rayon

Pretty 'n pert... hand wash in LUX

A-Checked chesterfield, new version of the rite princess. Fly front buckled back belt rest herry trim. Better quality cotton sewing. Colors: Black and white check black collar. Juniors sizes 9 11 13 15 17. Refer to size scale on page 27. *State size*

♦ 27 F 8840—Shipping weight 1 lb 6 oz \$2.98

B-Border print dirdi with gathered skirt tie belt. Nicely detailed, refreshingly colorful. Cotton and rayon mixture. Colors: Red or open blue grounds. Juniors sizes 9 11 13 15 17. *Size scale page 27. State size color.* Not in stock until Aug. 15. Do not order before that date.

♦ 27 F 8842—Shipping weight 1 lb \$2.98

C-Self ruffled jumper, button back of sturdy woven cotton suiting. An all year pet with Juniors. Colors: Attractive plaids. Juniors sizes 9 11 13 15 17. *Size scale on page 27. State size.*

♦ 27 F 8844—Jumper ship wt. 1 lb \$1.98

♦ 27 F 8845—White cotton blouse shown with jumper. Sizes 9 11 13 15 17. Shipping weight 6 oz \$1.00

D-Embroidered pique on the self laced front of basque dirdi gives it a fresh crisp look. Openly woven gingham. Colors: Brown red open blue or black with white checks. Juniors sizes 9 11 13 15 17. See size scale pg. 27 for measurements. *State size and color.*

♦ 27 F 8694—Shipping weight 1 pound \$1.98

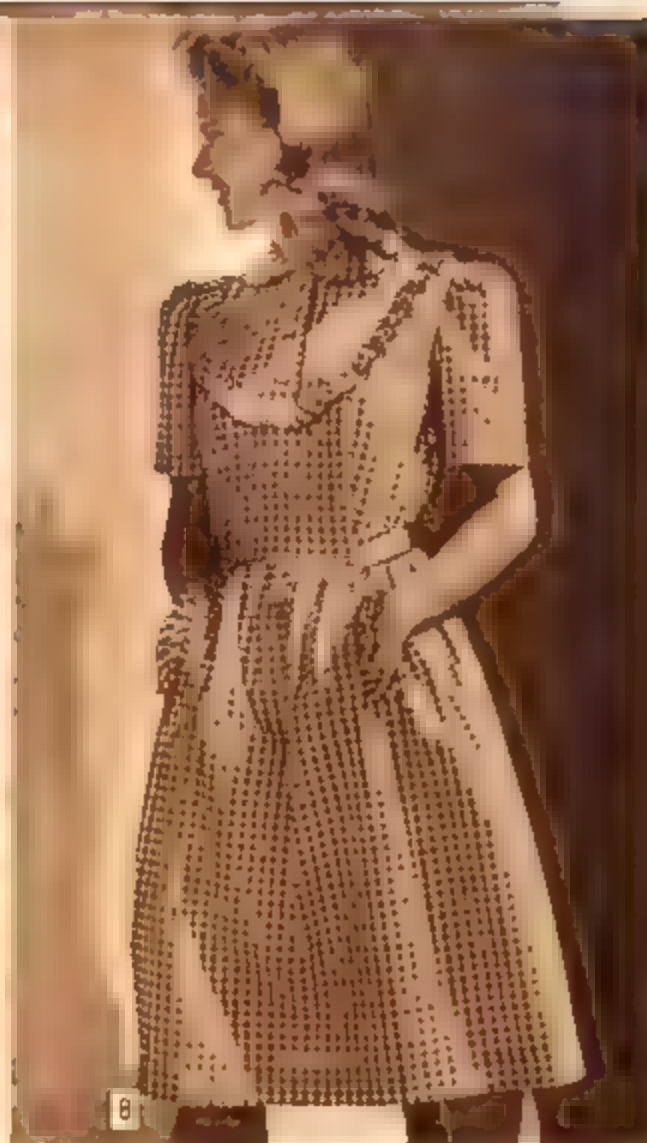
E-Organdy flower trim on basque waist dirdi dress. Tie back belt for flattering fit. Better quality percale. Colors: Red or open blue white stripes. Juniors sizes 9 11 13 15 17. Refer to the size scale on page 27. Not in stock until Aug. 15. Do not order before that date.

♦ 27 F 8846—State size color. Ship wt. 1 lb \$1.98





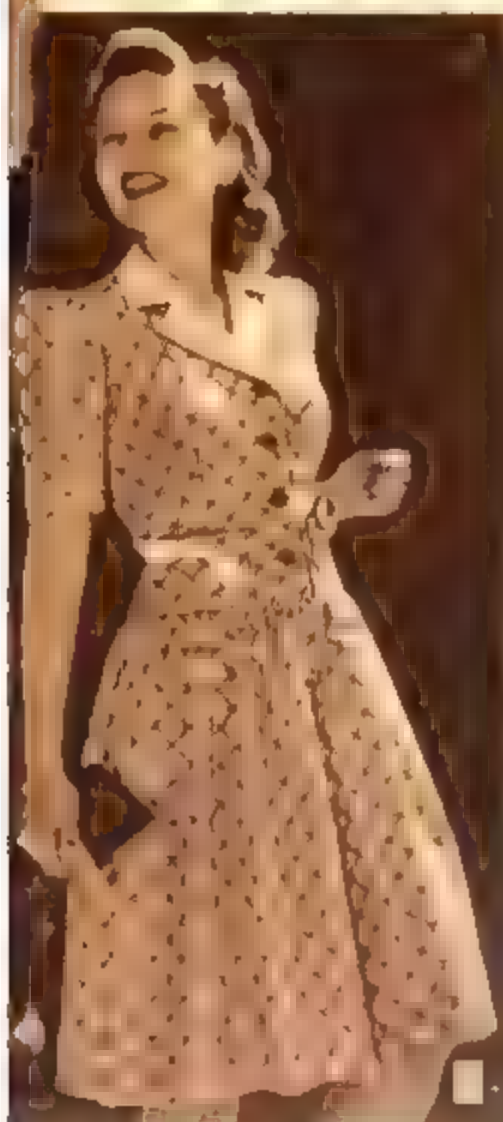
A-Woven chambray \$1.98



B-Good quality percale \$1.79



C-Good quality percale \$1.59



Thrift Priced Junior Cotton Washables

Lots of dash for little cash

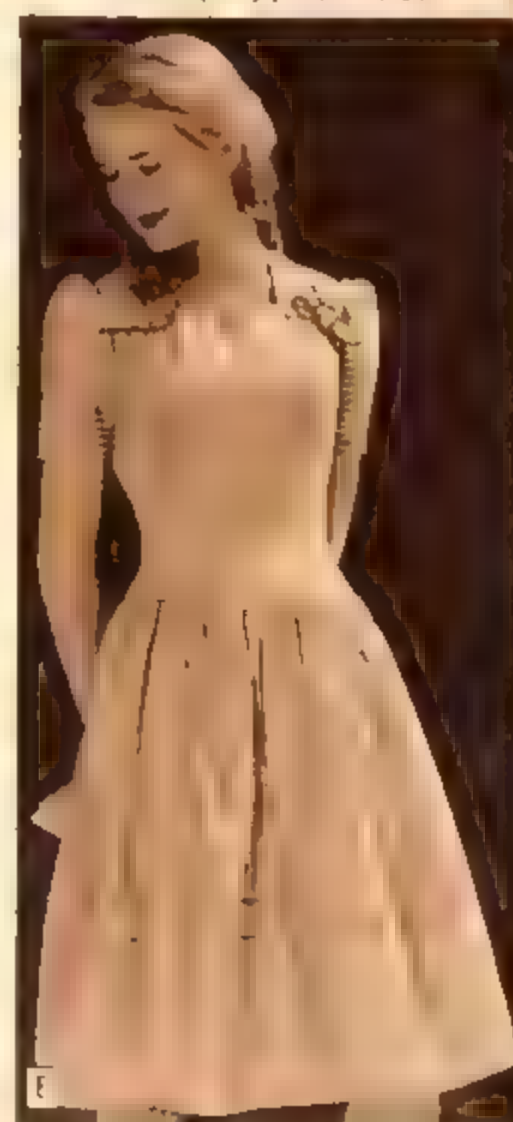
A Good quality woven chambray regular style, ruffled collar, short sleeves, button front, full skirt, small bow at waist, small pocket on side. Size 12-14. \$1.98. Shipping weight 1 pound.

B Frilly ruffles regular front style, all slash pockets, full skirt, small bow at waist, small pocket on side. Size 12-14. \$1.79. Shipping weight 1 pound.

C Contrasting binding regular front style, all slash pockets, full skirt, small bow at waist, small pocket on side. Size 12-14. \$1.59. Shipping weight 1 pound.

D Snowy white collar and bows regular front style, all slash pockets, full skirt, small bow at waist, small pocket on side. Size 12-14. \$1.98. Shipping weight 1 pound.

E Self bows and horizontal trim regular front style, all slash pockets, full skirt, small bow at waist, small pocket on side. Size 12-14. \$1.98. Shipping weight 1 pound.



E-Woven Chambray \$1.98



Women

Fashions you want most
and will wear most of all

More of those simple, conservative styles you look so well in. Not too tailored, not too frilly or fussy . . . just becoming and right for all day, everyday wear. Their charm depends on cut and color. Their lasting worth lies in the dependable fabrics we've used. Add to this careful stitching and skillful dressmaking—and the combination is an irresistible invitation to invest in Sears dresses for long-term satisfaction. A variety of styles, fabrics and prices to please every one. Available, too, on Sears Easy Terms see inside cover for complete details

STÜNZI

"Wings" . . . a flat, even rayon crepe

\$7.98

Two-piece suit dress, best-seller across the country. Easy to see why everyone wants it. Looks well on all. Is smart all seasons for all occasions. You can vary it endlessly with other dummies and blouses. Scroll braid trim on jacket adds where it counts most. Vivid print ducky is gay, flattering, removable. Slenderizing matching gored skirt. Sears make it for you in a fine rayon fabric nationally famed for its good looks hang and wear. Dry clean.

Colors: Black, soldier blue. State size and color. Shipping weight, 1 pound 8 ounces.

◆ 31 ◆ 4410—Homen's sizes: 34, 36, 38, 40, 42, 44. Size scale below \$7.98

◆ 31 ◆ 4710—Short women's sizes: 16½, 18½, 20½, 22½, 24½, 26½. Check size scale on page 46 \$7.98

Women's Size Scale

The women's figure is well proportioned and has a slightly larger waistline and fuller bust than the misses' figure. Sears dresses for women are sized with this difference in mind. Don't guess your size—consult the scale below when ordering. You'll save time, money and enjoy longer wear too. Order the exact size that your measurements indicate. We allow for right fit whatever the style.

| | | | | | | |
|-------------------|-----|-----|-----|-----|-----|-----|
| Order size | 34 | 36 | 38 | 40 | 42 | 44 |
| If hips are . . . | 36½ | 40½ | 42½ | 44½ | 46½ | 48½ |
| If waist is . . . | 30 | 32 | 34 | 36 | 38 | 40 |
| If bust is . . . | 36 | 38 | 40 | 42 | 44 | 46 |
| Dress length is | 43 | 43½ | 44 | 44½ | 45 | 45½ |

Catalog numbers marked with ◆ are shipped from New York. Order and pay post free from Sears nearest your order house.



Rayon Velvet

Dramatic either alone or with wool.

\$9.98

Each Co.

Have you always wanted the flattery of luxurious velvet? Sears bring it to you in this Rayon Velvet, and give in to the urge now. At once the softness and richness will give you. Both dresses are dry cleanable.

V-neck dress at left is rayon velvet. Rayon velvet dress at right is rayon velvet. Both dresses are dry cleanable. Size 34-44. Price \$9.98. Rayon velvet dress at left is rayon velvet. Rayon velvet dress at right is rayon velvet. Both dresses are dry cleanable. Size 34-44. Price \$9.98.

Cross draping (at right) of rayon transparent velvet on surface forms pockets below waist. It also serves to slenderize and flatter. Body of dress is of 100% rayon. Has generous skirt and wool belt. Rayon velvet dress at left is rayon velvet. Rayon velvet dress at right is rayon velvet. Both dresses are dry cleanable. Size 34-44. Price \$9.98.



Stinzi

Wings, a flat even rayon crepe

\$7.98

Each, Cash
1/2 down on Easy—amc

Softly done dresses that are right anywhere, anytime . . . even more valuable because they're deftly made of Stinzi's Wings, a rayon crepe famous for its long-lived quality. Both have new Sears-exclusive Contour-closure.

Dressy casual dress (at left) with matching rayon tulle ruching around collar down front and around edge of front skirt yoke. All around gored skirt. Dry clean. Colors: Forest green or soldier blue. Women's sizes: 34, 36, 38, 40, 42, 44. Check size scale on page 53.
Sizing: color Shpg. wt. 1 lb. 8 oz.
#2 F 45-5 . . . \$7.98

Basic V dress (at right) with matching embroidery. Bow tie trim. Gored skirt. Dry clean. Colors: Soldier blue, rose-wine. Women's sizes: 34, 36, 38, 40, 42, 44. Scale on page 53. *Stout women's sizes* 45, 47, 49, 51, 53. Scale on page 48. *Stout size color*. Shpg. wt., ea. 1 lb. 8 oz.
#31 F 4615—Sizes: 34-44 . . . \$7.98
#31 F 48.5—Sizes: 45-53. . . . \$7.98

Ⓢ PAGE 35 . . . DRESS

Ⓢ PAGE 37 . . . UNESSE

For hats, gloves shown, consult index. If total purchase is \$20 or more, F. T. may receive a free made-back cover for data.



Dress up button-front favorites for women and stout women

Famous brand names that are money saving values, typical of Sears

Self braided trimming

In a 7-oz jar add:

- 3 Tbsp 7-oz jar (4+)
- 3 Tbsp 7-oz jar (4+)

\$5.98

[illegible]

7. Give number to which you wish to be called (omit area code) _____ (omit apt from calls nearest mail order house)



Simple, soft-of-line dresses with important embroidery details

Year-in, year-out rayons for women and shorter women.

Embossing outlines pastel yoke of two-piece dress. Tastefully simple for endless wearability. Front goared skirt. Sears exclusive Contour-Closure rayon alpaca-type crepe. Dry clean. Colors: Black with pastel pink yoke; navy with pastel blue. Women's sizes: 34, 36, 38, 40, 42, 44. Size scale on page 33. Short women's sizes: 16½, 18½, 20½, 22½, 24½, 26½. Scale on pg. 46. State size and color. Shpg. wt. each 1 lb. 8 oz.
 ♦3 F 4620—Women's sizes (34-44)
 ♦3 F 4720—Short women's sizes (16½-26½)

\$7.98

Contrasting embroidery trim on front bodice of the detachable dickey dress. Multi-goared skirt self belt. Sears exclusive Contour-Closure. Not too tailored, not too fussy, definitely marked for a long, flattering life. For variety, replace crisp white dickey with a fluffy, ruffy one. Rayon alpaca-type crepe. Dry clean. Colors: Cadet blue, black. Women's sizes: 34, 36, 38, 40, 42, 44. Size scale on page 33. State size and color. Shipping weight 1 lb. 8 oz.
 ♦31 F 4619

\$6.98

Add accessories for those shown consult Index to your dress order. Sears Easy Terms available, if total is \$10 or more. See inside back cover for details.



Fine quality rayon dresses for women, in sizes 36 to 48

Nicely detailed well made to serve you far into the future. Dry clean.

\$4.98
Each

French-type rayon crepe with two yokes, back of pleats, straight skirt. V-neck with dark ribbon. All-around gathered skirt. Colors: Maroon, green, navy. Sizes: 36, 40, 42, 44, 46, 48. Each size marked on page 33. Neckline and skirt when opening. Shipping weight, 1 lb. 8 oz.

• 3 F 4622

\$4.98

Fancy pockets dress up the chest with two yokes, straight skirt. V-neck with dark ribbon. All-around gathered skirt. Colors: Maroon, green, navy. Sizes: 36, 40, 42, 44, 46, 48. Each size marked on page 33. Neckline and skirt when opening. Shipping weight, 1 lb. 8 oz.

• 3 F 4624

\$4.98

Scalloped V-neck rayon dress with two yokes, back of pleats, straight skirt. V-neck with dark ribbon. All-around gathered skirt. Colors: Maroon, green, navy. Sizes: 36, 40, 42, 44, 46, 48. Each size marked on page 33. Neckline and skirt when opening. Shipping weight, 1 lb. 8 oz.

• 3 F 4625

\$4.98

White lace and organdy high lights bodice of this button front dress with flattering freshness. So easy to slip on when you're in a hurry. Front pleated, back goared skirt. Rayon alpaca-type crepe. Colors: Navy or luggage brown with white trim. Sizes: 36, 38, 40, 42, 44, 46, 48. Size scale page 33. State size, color. Shipping weight, 1 lb. 8 oz.

• 3 F 4626

\$4.98

Catalog numbers marked with • are shipped from New York. Order and pay postage from nearest mail order house.



Popular priced rayon favorites for women and stout women

Neat for street now trim under coats later Dry clean

\$3.98
Each

Trapunto and scallops trim shirt waist dress. Cored skirt, easy fitting sleeves. Better quality spun rayon. Colors: Teal blue, rosewine. Sizes: 34, 36, 38, 40, 42, 44. Size scale, page 33. Stout sizes: 45, 47, 49, 51, 53. Scale pg. 48. Shpg. wt., each 1 lb. 8 oz. State size, color.

◆ 31 F 4628— Sizes 34-44 \$3.98
◆ 31 F 4628— Sizes 45-53 \$3.98

Dressy face collar top basic dress with some flattery. A year after year afternoon basic. Front pleated, back gathered. Better quality rayon. Colors: Teal blue, rosewine. Sizes: 34, 36, 38, 40, 42, 44, 46, 48. Check size scale on page 33 for correct fit. Shpg. wt., each 1 lb. 8 oz. State size, color.

◆ 31 F 4629 \$3.98

Shoulder to hem scallops on slimming button front dress. White neck trim, unpreserved pleated front, back gathered skirt. Better quality rayon. Colors: Teal blue, rosewine. Sizes: 34, 36, 38, 40, 42, 44. Check size scale on page 33 for correct fit. Shpg. wt., each 1 lb. 8 oz. State size, color.

◆ 31 F 4630 \$3.98

Two-piece suit dress, that will be your year-round pet for all-day wear. Wear it with blouses and dickies, too, for variety. Detachable collar, patch pockets, back cored, front pleated skirt. All spun rayon. Colorful and Sizes: 34, 36, 38, 40. Size scale on page 33. State size. Shipping weight, 1 pound 8 ounces.

◆ 31 F 4631 \$3.98

Why not add dress to your wardrobe? More than 100 styles available. See back cover for details.



A



B



C

Thrifty Part Rayons

Hand wash separately in Lux

\$2.98
Each

A-White broad trim collar and sleeve bottoms. Dress front in rayon dress 5 1/2" x 10 and 45" rayon lined skirt 40" x 10. Aqua blue or luggage brown. Women's sizes 34 36 38 40 42 44. Scale page 33. State size color. #3 F 4635—Shipping weight 1 lb. 6 oz. \$2.98

B-Splashy print shirtrock boasts a scalloped collar and wide gored skirt. Rayon and cotton. Colors: Luggage brown or green gingham. Sizes 34 36 38 40 42 44. Size scale page 33. State size and color. #3 F 4636—Shipping weight 1 lb. 6 oz. \$2.98

C-Surprise shirtrock has easy fitting pleated fullness under shoulder yoke gored skirt. Rayon and cotton. Colors: Luggage brown, medium blue gingham. Sizes 34 36 38 40 42 44. Size scale page 33. State size color. #3 F 4637—Shipping weight 1 lb. 6 oz. \$2.98

D-White collar buttons, belt dress up front pleated shirtrock. Back gored skirt. Rayon and cotton. Colors: White lined luggage brown medium blue. Sizes 34 36 38 40 42 44. Size scale page 33. State size and color. #3 F 4638—Shipping weight 1 lb. 6 oz. \$2.98

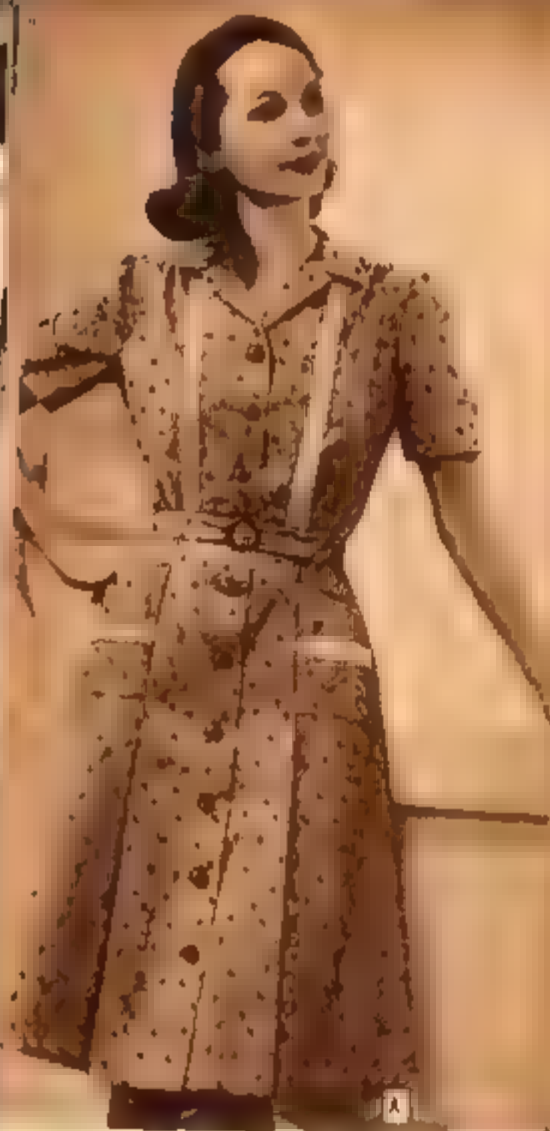
E-Button front shirtrock, gored skirt. Rayon and cotton. Colors: Green or rosewine print. Sizes 34 36 38 40 42 44. Size scale page 33. State women's sizes 45 47 49 51 53. Size scale page 48. Shipping weight 1 lb. 6 oz. #3 F 4639—Sizes 44-44. State size color. \$2.98
#3 F 4639—Sizes 45-53. State size color. \$2.98



D



E



Fine Cotton Washables

Women's sizes: 34, 36, 38, 40, 42, 44, also
Shorter women 16½, 18½, 20½, 22½, 24½, 26½

\$1.98
each

A Organdy-trimmed button front dress, easy to get into. Good quality flora percale fabric. Copen blue or red grounds. Style size 40. Ship wt. each 1 lb.
♦ 27 F 8862—Size 34-44 Size scale page 33 \$1.98
♦ 27 F 8863—Size 16½-26½ Size scale page 46 \$1.98

B Scalloped V-neck dress, styled to slim you. Better quality cotton. Navy and white checks, navy scallops on white trim. Style size 40. Ship wt. each 1 lb. Not in stock until August 15. Do not order before that date.
♦ 27 F 8860—Size 34-44 Size scale page 33 \$1.98
♦ 27 F 8861—Size 16½-26½ Size scale page 46 \$1.98

C Button-front coat dress, non gap front pleated skirt. Better hambray color. Copen blue green brown red with white stripes. Style size 40. Ship wt. each 1 lb.
♦ 27 F 8864—Size 34-44 Size scale page 33 \$1.98
♦ 27 F 8865—Size 16½-26½ Size scale page 46 \$1.98

D White bonded button front dress, with gored skirt. Best quality percale fabric. Copen blue red with white checks. Style size 40. Ship wt. each 1 lb.
♦ 27 F 8868—Size 34-44 Size scale page 33 \$1.98
♦ 27 F 8869—Size 16½-26½ Size scale page 46 \$1.98

E Floral surplice dress. Front pleated skirt for ease. Fine quality cotton percale fabric. Copen blue rose grounds. Style size 40. Ship wt. each 1 lb.

♦ 27 F 8866—Size 34-44 Size scale page 33 \$1.98
♦ 27 F 8867—Size 16½-26½ Size scale page 46 \$1.98

Catalog numbers marked ♦ are shipped from Kansas City. Order and pay postage from Sears nearest mail order house.



Our best quality Cottons and cotton mixtures in Women's sizes

Your favorite washable styles, easy to slip on and easy to keep sparkling with LUX... distinguished by quality workmanship, full cut and good fit as not-to-be-missed values

\$2.98

Checked fly-front effect dress that goes anywhere smartly. Buttons down to waist skirt and jacket pocket and shiny front-pleated back gored skirt. Cotton suiting black and white checks only.

Sizes 34 36 38 40 42 44 See size scale on page 3. Shipping weight, 1 lb. 1 oz.

◆27 F 8872 \$2.98

\$3.49

Dotted suit dress that teams up with blouses, dickers, seven buttoned, patch pocketed jacket, 6-gored skirt 2 in. hem. Better quality cotton and rayon over open front, luggage brown white dots. Size 34 36 38 40 42 44 See size scale on page 3. Shipping weight, 1 lb. 8 oz.

◆27 F 8876 \$3.49

These two dresses shown in sketch only. See at 15. Do not order before that date.

\$2.98

Button-front dress with flattering white collar. Slips on quickly. Becoming to all front, pleated, back gored skirt 2 inch hem. Better quality cotton and rayon fabric. Colors, open blue or luggage tan grounds. Sizes 34, 36, 38, 40, 42, 44. See page 33. State size, color. Shipping weight, 1 pound.

◆27 F 8874 \$2.98

\$2.98

Cool dress buttons up front to save you to make it a cinch to slip on. A 'must-have' for busy women. Better quality seersucker 2 in. hem on gored skirt. Colors, Red white blue or open blue-white-navy stripes. Sizes 34 36 38 40 42 44. See size scale on page 33. State size and color. Shipping weight, 1 pound.

◆27 F 8876 \$2.98



Famous Nip 'n' Tuck Housefrocks

Waist inserts nip in middle. Vertical front tucks create illusion of slimmness. Tub 'n scrub washables

Misses' and women's sizes \$2.49 each

Better quality percale, ruffled with embroidered organdy around plunging neckline collar, pockets 2-in. hem. Button front makes it an ideal work or home style
Colors: Floral designs on copen blue, rose or green grounds Sizes: 14, 16, 18, 20 (scale, page 17) and 38, 40, 42, 44 (scale, page 33) State size and color.

*27 F 8878—Shpg. wt., 1 lb. \$2.49

Better quality percale with ric-rac trim around square neck, pockets and down front. Button front style that's perfect for home or work 2-in. hem Color: open blue-red-aqua green with white dots Size: 14, 16, 18, 20 (see scale on page 17) and 38, 40, 42, 44 (see scale on page 33) State size and color.

*27 F 8884—Shpg. wt., 1 lb. \$2.49

LUXable cotton and rayon mixtures

Easy to keep up appearances on the home front when you can buy such fine washable dresses for so little.

Clean cut classics in women's sizes \$2.49 each

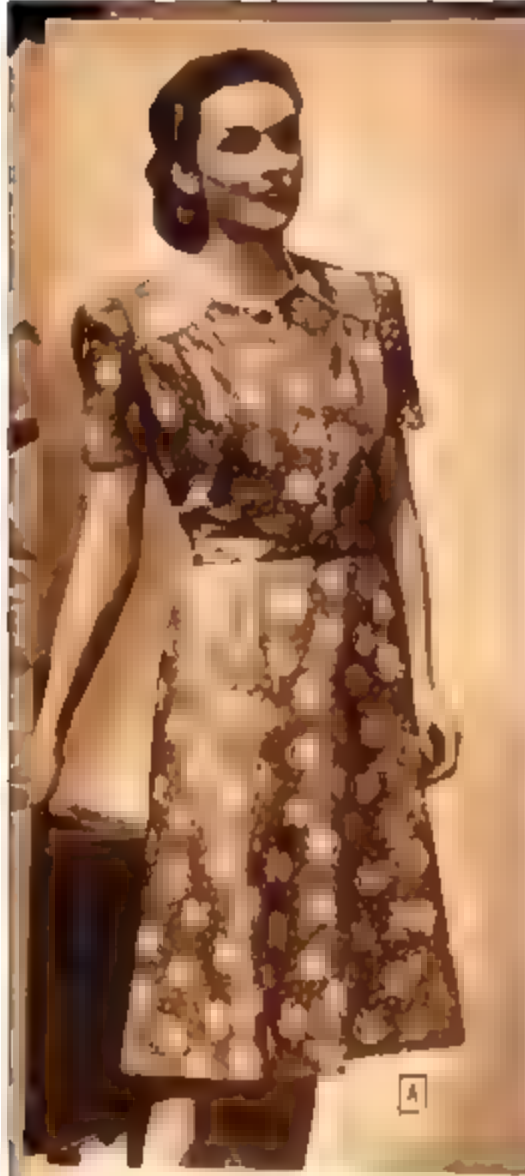
Shirtwaist dress with large pointed lapels, front gored skirt, shirring at shoulders, 2-in. hem. Trim feeling, slim looking. Better quality cotton and rayon fabric
Colors: Splashy printed copen blue or aqua green grounds Sizes: 34, 36, 38, 40, 42, 44 Scale, page 33. State size, color
*27 F 8886—Shpg. wt., 1 lb. \$2.49

Button-front dress featuring slimming smartness with working practicality. Front pleated skirt, shirring at shoulders and waist, 2-in. hem. Better quality cotton and rayon fabric. Colors: Floral printed dusty rose or copen blue Sizes: 34, 36, 38, 40, 42, 44 Scale, page 33. State size, color
*27 F 8888—Shpg. wt., 1 lb. \$2.49

These two dresses not in stock until August 15. Do not order before that date.

Scars Easy Payment Terms available for dresses and accessories. See inside back cover for full details. 1 0 0 : PAGE 43 . . . DRESSES

0
10
15



A-Floral Percale \$1.29



B-Button Front Dress \$1.59



C-Checked Button Front \$1.59



\$1.79

44 SEARS, ROEBUCK AND CO. 2X

Thrifty Wash Cottons

Home or work dresses, sizes 34 to 44
Good quality for very little cost

A-Front yoke basic dress. Lace trim on front waist. Pleats at waist back and front, for free action. Good quality washable percale. Assorted floral prints. Sizes: 34, 36, 38, 40, 42, 44. Scale on page 33. State size.
47 F 8898—Shipping weight, 1 pound \$1.29

B-Floral button front dress perfect work style. Ric-rac on white collar, pocket. Slips on speedily. Good quality washable cotton. Assorted flower prints. Sizes: 34, 36, 38, 40, 42, 44. Size scale, page 33. State size.
47 F 8896—Shipping weight, 1 pound \$1.59

C-Checked button front dress. Set-in waistband; front pleated, non-gap skirt. Ric-rac trim. Good quality washable cotton. Colors: Copen or red with white checks. Sizes: 34, 36, 38, 40, 42, 44. Scale, pg. 33. State size, color.
47 F 8894—Shipping weight, 1 pound \$1.59

D-Button front coat dress. Shoulder yoke tucks. Skirt has pleated, non-gap front, gores back. Good quality washable cotton. Colors: Copen or red with white checks. Sizes: 34, 36, 38, 40, 42, 44. Scale, pg. 33. State size, color.
47 F 8890—Shipping weight, 1 pound \$1.79

E-Set in belted button front dress. Pleats at back, front waist for fullness. Roomy pockets. Good quality washable cotton. Assorted floral designs. Sizes: 34, 36, 38, 40, 42. See size scale on page 33. State size.
47 F 8892—Shipping weight, 1 pound \$1.29

Cotton dresses and others, all available on Sears Easy Payment Terms. Inside back cover gives complete details.



E-Button Front \$1.29



A-Rayon alpaca-type crape \$5.98



B-Washable rayon and cotton \$2.98



C-French-type rayon crape \$3.98



D-Better quality percale \$1.98

The GRACIOUS LADY Winter Wardrobe

Conservative styles for older women
who prefer long sleeves, longer skirts.

A-Rayon alpaca-type crape shirtfrock with clever scallops on white bodice inserts. Unpressed pleats, back gored skirt. Dry clean. Colors: Black or medium blue. Sizes: 34, 36, 38, 40, 42, 44. State size and color.
♦ 31 F 4850—Shipping weight, 1 lb. 8 oz. \$5.98

B-Washable rayon and cotton dress with deep V front and detachable white dickie. Shirred bodice, gored skirt. Lux separately. Colors: White design on navy or teal blue. Sizes: 34, 36, 38, 40, 42, 44. State size and color.
♦ 31 F 4851—Shipping weight, 1 lb. 8 oz. \$2.98

C-Striped French-type rayon crape button front dress. Convertible collar. Lux separately. Colors: White-striped medium blue or luggage brown. Sizes: 34, 36, 38, 40, 42, 44. State size and color.
♦ 31 F 4852—Shipping weight, 1 lb. 8 oz. \$3.98

D-Better quality percale button-front dress. Rê-rac trim. Gathered fullness under yoke, at waist. Washable. Colors: Floral designs on copes blue or rose grounds. Sizes: 34, 36, 38, 40, 42, 44. State size and color.
♦ 27 F 8910—Shipping weight, 1 pound. \$1.98

E-Popular, useful shirtfrock with trim, tailored look. Buttoned bodice, convertible collar, front pleated skirt. Good quality percale. Washable. Colors: Neat white design on black or navy. State size, color. Shpg. wt., ea., 1 lb.
♦ 27 F 8908—Sizes: 34, 36, 38, 40, 42, 44.
♦ 27 F 8909—Short sizes: 45, 47, 49, 51, 53; lengths: 47½, 48, 48½, 49½, 50 in. Each. \$1.98

See Gracious Lady size scale on page 17. Dresses ♦ 31 F 4850, ♦ 31 F 4851, ♦ 31 F 4852 shipped from New York. Other Catalog numbers with ♦ shipped from Kansas City. Order and pay postage from Santa Fe's nearest mail order house.



E \$1.98

Shorter Women

You who are 5 feet 3 inches or under will find a happily thrifty and satisfactory solution to all your size problems here

Specially proportioned and styled dresses

Shorter than average? Always spending precious money, and equally precious time, on alterations? Do you wonder if the style you've picked does the most for your shorter figure? Sears has taken the guesswork out of fit and flattery for you with this group of superb dresses and those on pages 33, 35, 37, 41. Not only specially proportioned to your slightly shorter, slightly fuller figure but designed to create an illusion of slim height through the clever use of trims and basic good lines. The specially proportioned sleeves, bodices, and skirts reflect the thinking of some of the best patternmakers in the dress business.

Fabric-wise, too, they're convincing proof that you save when ordering by mail at Sears. For such famous-name fabrics as Stunzi's Wings are included, as well as Luxable cotton and rayon mixtures. All sensibly smart and service-worthy in dressy and casual styles to suit every need. Prices, too, are varied to please all purses. These dresses and other merchandise available on Sears Easy Terms—for full details see inside back cover.

Don't guess your size—check Shorter Women's Size Scale below

Shorter women are 5 feet 3 inches or under. In general, the figure proportions are similar to those of the misses' figure, except that the waist and hip measurements are slightly fuller. The skirt and bodice lengths are slightly shorter proportionately. Your correct size for best fit and longer wear is determined by your individual measurements. That is why it's wise to order only after consulting the scale below. It will save time and trouble.

| Shorter Women's Size Scale | | | | | | |
|----------------------------|-----|-----|-----|-----|-----|-----------|
| Order sizes | 16½ | 18½ | 20½ | 22½ | 24½ | 26½ |
| If your hips measure | 40 | 42 | 44 | 46 | 47½ | 49 inches |
| If your waist measures | 31 | 33 | 35 | 37 | 39 | 41 inches |
| If your bust measures | 37 | 39 | 41 | 43 | 45 | 47 inches |
| If dress length is about | 42 | 42½ | 42½ | 43 | 43½ | 44 inches |

Catalog numbers marked with * are shipped from New York.
Order and pay postage from Sears nearest mail order house.



Rayon taffeta dickey and trim on 2-piece suit dress that has matching gored skirt. Rayon alpaca-type crepe. Dry clean. Black with black-and-white check trim. Sizes: 16½ to 26½. Check size scale below. State size.
#31 F 4731—Shipping weight, 1 lb. 8 oz. \$6.98



Stunzi's Wings rayon crepe is the famous-for-wear fabric of this dress-up shirt-frock. Self braided trim, gored skirt. Dry clean. Colors: Soldier blue, forest green. Sizes: 16½ to 26½. State size, color.
#31 F 4730—Shipping weight, 1 lb. 8 oz. \$7.98



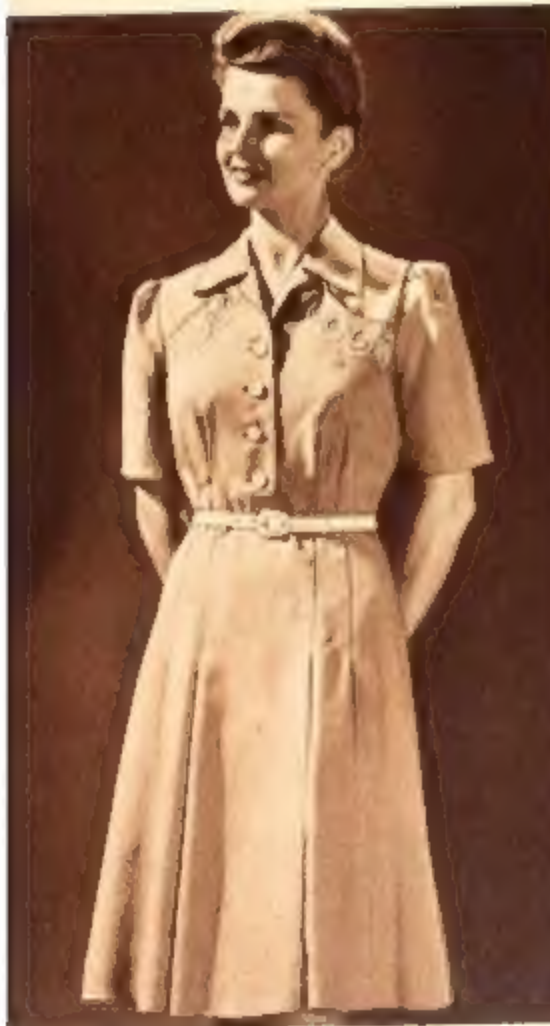
White bowed dickey dress, unpressed pleats, back gored skirt. Rayon alpaca-type crepe. Dry clean. Colors: Soldier blue, rosewine. Sizes: 16½ to 26½. Scale on opposite page. State size, color.
 #31 F 4732—Shipping wt., 1 lb. 8 oz. \$5.98



2-piece suit dress, with embroidery contrasts. Good quality spun rayon. Dry clean. Colors: Luggage brown, soldier blue, green. Sizes: 16½ to 26½. Scale on opposite page. State size, color.
 #31 F 4734—Shipping wt., 1 lb. 8 oz. \$3.98



Scallop-trapunto trim on easy-to-hop-into button front dress. Good quality spun rayon. Dry clean. Colors: Medium green or rosewine. Sizes: 16½ to 26½. Scale, left. State size and color.
 #31 F 4733—Shipping wt., 1 lb. 8 oz. \$4.98



Washable shirtrock, scroll braid trim, unpressed pleats, gored skirt. All spun rayon. Lux separately. Colors: Medium blue or medium rose white trim. Sizes: 16½ to 26½. State size, color.
 #31 F 4736—Shipping wt., 1 lb. 6 oz. \$2.98



Washable print basic dress with slenderizing gored skirt. Spun rayon and cotton. Lux separately. Colors: Blue, rose, luggage brown grounds. Sizes: 16½ to 26½. Scale left. State size, color.
 #31 F 4735—Shipping wt., 1 lb. 6 oz. \$2.98



Velvety printed shirtrock. Shoulder tuck trim. Gored skirt has front unpressed pleats. Spun rayon. Dry clean. Colors: Navy or teal blue. Sizes: 16½ to 26½. Scale, left. State size, color.
 #31 F 4737—Shipping wt., 1 lb. 6 oz. \$2.98



The label tells the story... these dresses are designed to slim you

If you wear size 39 or 53 (or any size in between) . . . if you're not as slim as you once were, then you'll find real satisfaction in Sears Trimline dresses. For they were designed with just your figure in mind, styled to erase inches where they show most. They're perfectly proportioned for comfortable, easy fit. The styles have the uncluttered simplicity that is both lastingly smart and slenderizing. You'll find a well-balanced selection for all occasion wear on these two pages and on pages 50 and 51 . . . in a happy variety of types and good fabrics to round out your wardrobe. Each of our Trimline Fashions reflects the savings effected through Sears huge purchasing power . . . so you see, regardless of the size you wear, you save when ordering your clothes by mail. Easy terms are available, too, if total is \$10 or more. See inside back cover.

Trimline features that help to slenderize:

- COMFORT-CUT SHOULDERS for easy fit, don't bind
- DEEP ROOMY ARMHOLES allow freedom of action
- WELL SHAPED SHOULDERS that are neat, flattering
- DART-FITTED WAISTLINES insure smooth, trim fit
- VERTICAL DETAILING on skirts tends to slenderize, gives you a slim, graceful line where it counts.

Stout Women's Size Scale

The stout women's figure is heavier through the waist and bust than the woman's figure. Trimline garments are designed with this difference in mind. Don't guess your size—see size scale below to ensure correct fit.

| Order size: | 39 | 41 | 43 | 45 | 47 | 49 | 51 | 53 |
|-------------------------|-----|-----|-----|-----|-----|-----|----|---------|
| If your bust measures: | 42½ | 43½ | 47½ | 49½ | 51½ | 53½ | 55 | 56½ in. |
| If your waist measures: | 36 | 38 | 40 | 42 | 44 | 46 | 48 | 50 in. |
| If your bust measures: | 41 | 43 | 45 | 47 | 49 | 51 | 53 | 55 in. |
| Dress length measures: | 44 | 44½ | 45 | 45½ | 46 | 46½ | 47 | 47 in. |

Catalog numbers marked with * are shipped from New York.
Order and pay postage from Sears nearest mail order house.



Basic dress, famous Stünzi "Wings," a rayon crepe \$6.98

We present this basic dress as your "good dress," the one you can wear with complete assurance that you're tastefully and appropriately dressed for almost any occasion, practically the year round. The contrasting yoke is V-shaped to give the illusion of a smaller bustline. We've outlined it with embroidery for quiet but rich elegance. The lines of the all-around gored skirt are graciously slimming. The below-the-elbow length of the sleeves is one you'll find comfortable and becoming. Stünzi "Wings" has a firm crepe-twist texture that hangs well and stands up to lots of wear. Dry clean. Colors: Black with pastel rose yoke; navy with pastel blue yoke. Sizes: 39, 41, 43, 45, 47, 49, 51, 53. Check size scale at left.

*31 F 4840—State size, color. Shipping weight, 1 lb. 8 oz. \$6.98